XA1
XA3

Job No. 861 March, 1956 Number ______ Place ______

Screen Interview No. ______

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION ______ 10-1

OVERSAMPLE ______ 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. ______ 11-1

3 mos. — less than 9 mos. ______ 2

9 mos. — less than 1½ yrs. ______ 3

1½ yrs. — less than 2½ yrs. ______ 4

2½ yrs. — less than 3½ yrs. ______ 5

3½ yrs. or more ______ 6

Don't know ______ 7

5. Why did you first start to smoke filter tips regularly?

12—

13—

Don't know ______ 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) ______ 14-1

Camels ______ 2

Chesterfield:

Regular ______ 3

King ______ 4

Herbert Tareyton ______ 5

Kool ______ 6

Lucky Strike ______ 7

Old Gold:

Regular ______ 8

King ______ 9

Pall Mall ______ 15-1

Philip Morris:

Regular ______ 2

King ______ 3

Spud ______ 4

Other regular ______ 5

Other king ______ 6

No regular brand ______ 7

Don't know ______ 8

1001752362

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a. Never heard of	7b. Never tried	8a. Brand started on	9a. First switch	10a. Second switch	11a. Present	13a. Have smoked regularly	13a. Tried but never smoked regularly		Don't know
Commander	16–1	18–1	20–1	22–1	24–1	26–1	28–1	2	(Ask b for Parliament and/or Marlboro and one other brand if "X'd")	3
Du Maurier	2	2	2	2	2	2	4	5		6
Encore	3	3	3	3	3	3	7	8		9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X		Y
Kent	5	5	5	5	5	5	29–1	2		3
Kool	6	6	6	6	6	6	4	5		6
L & M	7	7	7	7	7	7	7	8		9
Marlboro (filter)	8	8	8	8	8	8	0	X		Y
Old Gold (filter)	17–1	19–1	21–1	23–1	25–1	27–1	30–1	2		3
Parliament	2	2	2	2	2	2	4	5		6
Spud	3	3	3	3	3	3	7	8		9
Viceroy	4	4	4	4	4	4	0	X		Y
Winston	5	5	5	5	5	5	31–1	2		3
Other filter	XXX	XXX	6	6	6	6	4	5		6
No regular brand	XXX	XXX	7 (Skip to 11)	7	7	7	XXX	XXX		XXX
Still smoking brand	XXX	XXX	XXX	8 (Skip to 12)	8 (Skip to 11c)	8 (Skip to 11c)	XXX	XXX		XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX		XXX
Don't know	XXX	XXX	0 (Skip to 9a)	0 (Skip to 10a)	0	0	XXX	XXX		XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32–

33–

None or don't know 33–Y

Marlboro:

34–

35–

None or don't know 35–Y

Other:

36–

37–

None or don't know 37–Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38–

39–

Don't know 39–Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40–

41–

Don't know 41–Y

1001752363

10a. What brand did you switch to when you stopped smoking (brand in 9a)? **(RECORD AT LEFT IN 10a. COLUMN)**

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42–

43–

Don't know ______43–Y

11a. And your present brand is ____________ — is that right? **(RECORD AT LEFT IN 11a. COLUMN)**

b. Why did you switch to that brand from your previous brand?

44–

45–

Don't know ______45–Y

c. How long have you been smoking your present brand?

Less than 3 mos.	46–1
3 mos.—less than 9 mos.	2
9 mos.—less than 1½ yrs.	3
1½ yrs.—less than 2½ yrs.	4
2½ yrs.—less than 3½ yrs.	5
3½ yrs.—or over	6
Don't know	7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47–

48–

Don't know ______48–Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? **(RECORD AT LEFT IN 13a. COLUMN)**

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments:

49–

50–

Don't know ______50–Y

Marlboro:

51–

52–

Don't know ______52–Y

Other:

53–

54–

Don't know ______54–Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55–1	57–1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56–1	58–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15)
Don't know	Y	Y (Skip to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? **(RECORD ABOVE)**

c. Why wouldn't you buy that brand? Any other reasons?

59–

60–

Don't know ______60–Y

1001752364

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Doctor	Stenographer	Bank president
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them ---- 35-1

OR

A few stores don't carry them, but most stores do ---- 2

OR

While many stores do carry them, a lot of stores don't ---- 3

OR

Only a few stores carry your regular brand ---- 4

Don't know ---- 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes ---- 36-1 (Ask c)

No ---- 2 } (Skip to 19)

Don't know ---- 3 }

c. How many did you buy?

By the pack		By the carton	
1 pack	37-1	1 carton	5
2 packs	2	2 cartons	6
3 - 9 packs	3	3 or more cartons	7
10 or more packs (not carton)	4	Don't know	8

d. Where did you buy them?

Drugstore	38-1	Vending machine	4
News-cigar stand or store	2	Other	5
Grocery store or supermarket	3	Don't know	6

e. Who did you buy the cigarettes for?

Self ---- 38-7

Other, member of family ---- 8

Other, not member of family ---- 9

Don't know ---- 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others ---- 39-1 (Ask b)

All the same ---- 2 } (Skip to 20)

Don't know ---- 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

	b.	c.		
	Higher priced	Good buy for money	Not a good buy	Don't know
Du Maurier	40-1	42-1	2	3
Encore	2	42-4	5	6
Herbert Tareyton (filter)	3	42-7	8	9
Kent	4	42-0	X	Y
L & M	5	43-1	2	3
Marlboro	6	43-4	5	6
Old Gold (filter)	7	43-7	8	9
Parliament	8	43-0	X	Y
Regent	41-1	44-1	2	3
Sano (filter)	2	44-4	5	6
Viceroy	3	44-7	8	9
Vogue	4	44-0	X	Y
Winston	5	45-1	2	3
Other	6			
Don't know	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price? (RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

Marlb

1001752366

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	a. Best		c. Worst	
Activated charcoal filter	52–1	(Ask b)	53–1	(Ask d)
Asbestos	2		2	
Cellulose acetate filter	3		3	
Cotton	4		4	
Paper filter	5		5	
Purocel filter	6		6	
None	7	(Skip to c)	7	(Skip to 21)
Don't know	8		8	

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b. Has best	d. Has worst
Yes:		
Du Maurier	54–1	56–1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
	55–1	57–1
	2	2
	3	3
	4	4
	5	5
		6
		7

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size	61–1	Long-size (vol.)	4
King-size	2	Either	5
In-between (vol.)	3	Don't know	6

22. What is your occupation?

Executive and professional	62–1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

23a. Are you married or single?

Married	63–1	(Ask b)
Single	2	(Skip to 24)
Divorced	3	
Widowed	4	

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64–1
Does not live with respondent (vol.)	2

Smokes:

Du Maurier	65–1	Regent	66–1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001752367

XA 1-4 ______ 67-1

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about ______¢ around here, while most brands of filter-tip cigarettes like Winston's or Viceroys sell for about ______¢ a pack.

The cigarettes in the blue packages would sell for ______¢ (Winston price)

and the others would cost:

(Winston plus 2¢) ______ 67-0

(Winston plus 4¢) ______ X

(Winston plus 7¢) ______ Y, the same as the present Parliament

MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them to see which you like best. When would be a good time for me to call?

QUESTIONS 25-27 OMITTED ON THIS FORM

Name of Respondent: ______

Street: ______

Town: ______

Callback date: ______

Time: ______

FACTUAL

Sex:

Male ______ 68-1

Female ______ 2

Age:

18-24 ______ 68-3

25-34 ______ 4

35-49 ______ 5

50 and over ______ 6

Economic level:

A ______ 68-7

B ______ 8

C ______ 9

D ______ 0

Race:

White ______ 68-X

Negro ______ Y

Interview Date ______ (month) ______ (day)

Interviewer's Initials ______

1001752368

We are testing several different kinds of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you some Parliaments in blue packages which would sell for about ______¢, the same as Winstons or Viceroys, and some others which would sell for:

(Winston price plus 2¢) ______

(Winston price plus 4¢) ______

(Winston price plus 7¢) ______, the same price as present Parliaments

Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	Blue		Others	
None	11-1	(Ask b)	11-6	(Ask b)
Less than 1 pack	2		7	(Skip to 29)
1 to less than 3 packs	3		8	
3 packs or over	4		9	
Don't know	5		0	

b. Why haven't you smoked any of (these, the) cigarettes?

Blue

12–

13–

Don't know 13–Y

Others

14–

15–

Don't know 15–Y

Both

16–

17–

Don't know 17–Y

TERMINATE

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

	a.		d.	
Blue	18-1	(Skip to 31)	18-5	(Ask e)
Other	2	(Ask b)	6	(Skip to 32)
No difference	3	(Skip to d)	XXX	(Skip to 32)
Don't know	4		8	

b. Would you say you liked them a lot better or only a little better than the ones in the blue packages?

Lot better 19-1
Little better 2
Don't know 3

c. Why did you like them better?

20–

21–

Don't know 21–Y

d. Now considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones in the blue packages, instead of the others?

22–

23– (Skip to 32)

Don't know 23–Y

QUESTION 30 OMITTED ON THIS FORM.

31a. Would you say you like the ones in the blue packages a lot better or only a little better than the others?

Lot better 19-1
Little better 2
Don't know 3

b. Why do you like them better?

20–

21–

Don't know 21–Y

1001752369

ASK EVERYONE

32a. How did they (the ones you would smoke) compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

Lot better	24–1	(Ask b)
Little better	2	(Ask b)
About the same	3	(Ask b)
Not quite as well	4	(Skip to 35)
Not nearly as well	5	(Skip to 35)
Don't know	6	(Ask b)

b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament	25–1
Continue with present	2
Don't know	3

QUESTIONS 33, 34 OMITTED ON THIS FORM.

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28–

29–

Don't know ____ 29–Y

1001752370

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?
(HAND RESPONDENT YELLOW CARD)

	a. Blue	b. Others
1. Tastes like a real cigarette	30–1	32–1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31–1	33–1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones in the other packages? Which words or phrases would you use to describe these?
(RECORD ABOVE) Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Blue ____ 34–1 }
Others ____ 2 } **(Ask b)**

No difference or don't know ____ 3 **(Skip to 38)**

b. Why do you think that one has the better taste or flavor?

35–

36–

Don't know ____ 36–Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best-looking package?

Blue ____ 37–1 }
Others ____ 2 } **(Ask b)**

No difference or don't know ____ 3 **(Skip to 39)**

b. Why do you think that one is the best looking?

38–

39–

Don't know ____ 39–Y

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box ____ }
Parliament box ____ } **(Ask b)**
Soft package ____ }

Don't know ____ **(Skip to 40)**

b. Why do you like that kind better?

41–

42–

Don't know ____ 42–Y

40a. Did you notice any difference in the filters in the two types of test cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Blue ____ 43–1 }
Others ____ 2 } **(Ask b)**

Don't know but noticed difference ____ 3 }
No—didn't notice difference ____ 4 } **(Skip to 41)**

b. Why did you like that one better?

44–

45–

Don't know ____ 45–Y

1001752371

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed ________ 46-1 (Ask b)
Even with end ________ 2 (Skip to c)
Don't know ________ 3 (Skip to 42)

b. Why do you like recessed filters better?

47–
48– (Skip to 42)
Don't know ________ 48-Y

c. Why don't you like recessed filter tips as well?

49–
50–
Don't know ________ 50-Y

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes ________ 51-1 (Ask b)
No ________ 2 } (Skip to 43)
Don't know ________ 3 }

b. Which did you prefer as far as length goes?

Usual ________ 51-4
Test ________ 5
Don't know ________ 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:
Blue ________ 52-1
Other ________ 2
Either or both ________ 3
No ________ 4
Don't know ________ 5

1001752372